

POSITION DESCRIPTION



Title: Communications & Strategic Marketing Intern

Department:
Resource Development

Exemption Status:
Unpaid

Reports To:
VP of Advancement

Last Revised:
June 2022

Titles Reporting to Job:
None

Last reviewed:
June 2022

Position Summary:

The Communications & Strategic Marketing Intern researches and creates comprehensive deliverables detailing various strategies to improve upon Nonprofit Marketing.

Essential Duties and Responsibilities:

Agency:

- Nurtures positive and collaborative working relationships with other Agency staff as well as outside providers.
- Implements the Agency mission, philosophy, core values to direct daily work and decision-making, adheres to agency policy.
- Cultivates a professional and respectful work environment.
- Is actively involved and knowledgeable of the Agency's Performance Quality Improvement process.
- Accountable for daily activities within the allowable activities approved by the Agency.

Essential Duties:

Include the following, other duties as assigned:

- Conduct Social Media marketing research, especially as it pertains to the nonprofit sector;
- Research potential digital improvements to marketing strategy;
- Utilize Google Analytics to develop marketing strategies;
- Conduct research and develop strategies to improve donor retention and recurring giving;
- Develop strategies to improve communications;
- Complete other strategic tasks for the Marketing department as needed.

General Requirements:

Sensitivity to cultural diversity is required. This position is remote and does not require onsite presence. To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to perform the essential functions.

Education/Experience:

Be enrolled in a 2 year or 4 year college/university.

Language Skills:

Bilingual preferred but not necessary.

Position Description

Title: Social Media and Graphic Design Intern
Department: Human Resources



Computer Literacy & Knowledge Skills Abilities:

Must be computer literate and proficient in Microsoft Office, Outlook 365; Video Editing and Graphic Design software. Working knowledge of social media. Ability to work with Office 365 and Microsoft Teams. Intermediate to Advance Skills with Word and Excel. Ability to multitask and prioritize. Strong verbal and written communication skills. Ability to work independently and with a team

Mathematical Skills:

Must have and understanding of math as used for adding, subtracting, percentages, ratios, etc.

Operating Environment and Working Relationships:

Works collaboratively and routinely with management staff and Agency employees. Ability to administer a benefits program. Well-developed administrative skills. Ability to express oneself clearly and effectively. Superior interpersonal abilities. Ability to get along with diverse persons, and personalities. Must be tactful, mature, and flexible. Good reasoning abilities and sound judgments.

Decision Making Authority:

Exercises discretion, independent judgment in executing tasks.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, talk and hear. The employee frequently is required to use hands. Must be able to lift and carry 25lbs.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

I acknowledge and understand that:

Receipt of the position description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.

- The job description provides a general summary of the position in which I am employed, that the contents of this job description are job requirements and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.

Employee Signature/ Firma de Empleado: _____

Date/ Fecha: _____